

# Check 55. Analysis of higher education student's behavior.pdf

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# Analysis of Higher Education Student's Behavior Factors to Posting a Comment on E-Commerce with Stimulus Organism Response (SOR) Model

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**Abstract**— Electronic commerce in Indonesia is built and continues to grow to help sales growth in order to make it easier for customers to make purchases efficiently and effectively. Customers also have the need to provide convenient feedback for the progress of e-commerce sites. The research was conducted using a quantitative research approach to obtain 457 respondents who higher education student actively gave their opinion in the form of review and comment. The research question in this study is: what factors of higher education student make reviews and comments on e-commerce sites? The results of this study are informativeness, social influence, and convenience very influences factors in the value for the customers that make the customer have a behavior to comment. The model used in this study is to use the Stimulus Organism Response (SOR) model to describe this research and discover the factors such as stimulus, organism, and response.

**Keywords**—E-Commerce, SOR, Behavior, Comment, E-Business

## I. INTRODUCTION

E-commerce is widely used by humans today because e-commerce capabilities help sales of sellers more effectively and efficiently. Without having to come face to face with sellers and customers, e-commerce can become a means of making buying and selling transactions in the world. With electronic commerce between sellers and buyers, transactions can be made quickly and even some e-commerce platforms can negotiate transactions in e-commerce platforms. This provides excellent convenience for anyone who uses this means of electronic commerce [1].

The development of electronic commerce is increasingly fast and now there is a new name for this medium called social commerce. Social commerce is created so that buyers and sellers can provide comments and suggestions and can even be integrated through the social networks they have. Social commerce also provides facilities for each buyer to comment on the items he has purchased from the seller. Therefore, there is an opening between buyers and sellers. This becomes more interactive and more open in the data and, therefore, the seller will always strive to provide the quality of the product and the actual reality of the product to the buyer. The buyer not only

obtains information from the product information but can also obtain information about other buyers who have purchased the product and give an impression and comment on the purchase of the product that has been purchased [2].

With the existence of social commerce, it makes it easier for buyers to determine purchases. This is because the buyer before deciding to buy can see comments from each previous buyer who has commented on the product in e-commerce sites [3].

Review and comment on e-commerce sites is a feature that is always available on all e-commerce sites. The rating, review and comment function can provide information to prospective buyers about how commercial services for e-commerce sites and products have been sold to previous buyers and the buyer has posted a review or comment on an e-commerce site [4]. With the function of rating, review, and comment, the potential buyer has information on the consideration to buy the product in the merchant in an e-commerce sites [5].

The characteristics of rating, review, and comments should be able to help potential higher education student to make decisions to buy products in an e-commerce, but there have been unpleasant things in recent years regarding the ratings, reviews and comments that are the background of this research problem. Early in 2018 in January, there was an incident in China in the city of Zhengzhou, where a woman experienced a form of violence in the form of a blow by a man. The man came from 500 miles from the town of the woman to beat the woman. This is because the woman gave a bad critique to the merchant of the man in an e-commerce site about the delay in the delivery of the products ordered on the e-commerce site [6]. Even from China, in the city of Haikou, in early October of 2017, a woman received a violent act from a food deliveryman that was caused by a very long meal that took 2 hours, although the location of the restaurant arrived, the place where the woman only thought: she is only 10 minutes away. The men who deliver food are afraid that the woman will make a bad criticism about the delivery of food so that the food delivery man hits the woman in the head until it bleeds [7].

Based on this background, this study analyzes the factors of higher education student that can influence the behavior of their

friends of higher education student to conduct a review and comments on e-commerce sites using the stimulus organism response model (SOR) with a case study that corresponds to higher education students. This research shown more in higher education students because want to know with higher education conditions students who really like to give comments and reviews about each product that has been purchased, if they feel the existence of informativeness, social influence and convenience that is safe and comfortable for students of higher education to keep giving comments and comments about each product purchased. The research question in this study is: what factors help higher education student make reviews and comments on e-commerce sites? And to be able to answer this research question, there are 4 (four) hypotheses for this investigation:

- H1: Informativeness (INF) positively influences to the Customer Value
- H2: Social Influence (SI) positively influences to the Customer Value
- H3: Convenience (CON) positively influences to the Customer Value
- H4: Customer Value (CV) positively influences to the Behavior to Comment (BC)

This research was conducted using a quantitative approach by distributing questionnaires. The questionnaire data obtained were 573 respondents. Of the 573 respondents, there were 457 respondents who actively provided comments and comments on e-commerce sites.

## II. LITERATURE REVIEW

### A. E-Commerce

The use of E-Commerce at this time has increased with the use of increasingly easier smartphones. With the increasing use of electronic commerce, a guarantee is needed to improve the capacity and certainty in dealing with electronic commerce. In this case, the use of electronic commerce depends on the behavior of the user. Unlike the case of online banking, mobile payment can be used by anyone without having to have a bank account. Therefore, e-commerce users can be from young people to older adults to use smartphones [8][9][10][11].

In general, e-commerce has a sales transaction service and there are also features to be able to provide comments on the products offered from the e-commerce site [12]. Mobile e-commerce is a product of innovation that is continuously developed to meet human needs in the acceleration of financial activities, especially in terms of sales [13]. Based on the research that has been carried out, it can be said that mobile e-commerce is successful in meeting human needs if mobile e-commerce has a very fast capacity to make payments, transfer money and the absence of errors in the system. realization of various sales [14][15][16][17].

### B. Stimulus Organism Responses (SOR) Model

Basically, humans respond in response to a stimulus for humans. With encouragement, human beings have a character

that will decide what response will be made next. With encouragement, humans can make an action in response to what they receive. In humans, there is an affective or emotional, cognitive and process element to receive a stimulus and then make an answer. Therefore, the process that is received starts from a stimulus, followed by the human organism itself and then continues in a response [18][19].

According to this research, the model to be used is the stimulus agency response model to be able to see the behavior of buyers who want to provide a review and comment on the product that the buyer has purchased. Therefore, the approach to observing how you can see the behavior of buyers from various factors of stimulus, agency, and response. This research will focus on the positive things that the buyer can get to review and comment after the buyer gets the product. A large amount of research that has used this model is due to the fact that with this model the research obtains conclusions about what underlies the behavior of buyers to make revisions derived from stimuli that have been received previously [20][21][22][23].

### C. Informativeness

After the buyer obtains the product that has been purchased, the buyer will see if the product was received according to the information obtained previously. In addition, buyers also obtain information about the product received if it is really acceptable according to the needs desired by the buyer. This information is what will be generated through the buyer acceptance process that is part of the stimulus to be a value for the buyer of the product [24].

With the level of quality of information that can be accepted by the buyer, the buyer can be sure that the product that has been purchased can be useful and useful for buyers to make sure to buy in electronic commerce and provide comments or comments on se-commerce sites [25].

### D. Social Influence

By providing review and comment, buyers can gain influence from the surrounding environment, such as the influence of social media or other things they can support. For example, if a buyer sees another buyer commenting on a social network, then the buyer can also make a comment. This, of course, can occur due to the strong influence of the surrounding environment or the environment that the buyer receives. Therefore, social influence is a factor that provides value to buyers. With the research that is currently carried out, the research focuses on the students of higher education and, of course, they have many social influences that exist and that give effect to the buyer; they will review and comment on the products that were purchased [26].

### E. Convenience

As indicated in the previous introduction section, there are several cases that have occurred after the buyer reviews and comments. Buyers get unfavorable treatment from the seller. This gives an uncomfortable feeling. In this study, it is necessary to see if the stimulus that can affect the customer value is also derived from convenience. With the convenience of being a stimulus for buyers, then, of course, the buyer will



feel comfortable giving a review and comment on the e-commerce site in response to the seller. Therefore, it is necessary to observe the factors of convenience in the buyer's process to provide a review and comment [23].

#### F. Customer Value

One of the things that can be evaluated from the part of the buyer's body is the value to the customer. The buyer reacts or responds to the results of the process in cognitive thinking, as well as in the process of thinking about the buyer. The more buyers get a good stimulus, the buyer will also have a good value for money and the response will be consistent and will also have a good impact in terms of providing a review and comments on this research [22].

Buyers can increase self-confidence with the existence of value for the customer that has been obtained from previously received stimulus results. This, of course, can have an effect on the response that will be given. Therefore, the use of customer value in the response model of the stimulus agency is very appropriate to see how the influence of customer value on buyers will provide a review and comment on the results of purchasing products in e-commerce sites [23][27].

#### G. Behavior to Comment

What underlies the buyer to make a review and comment are that the buyer wants to make comments. There is an urgent need to make comments that are made continuously to produce a behavior that always provides comments. Positive or negative comments are the result of the customer value that can be based on the acceptance of the stimulus experienced and felt by the buyer. With the behavior of comment made by the buyer, the buyer makes useful comments to the seller, as well as to other potential buyers who are on the e-commerce sites [28][29][30][31].

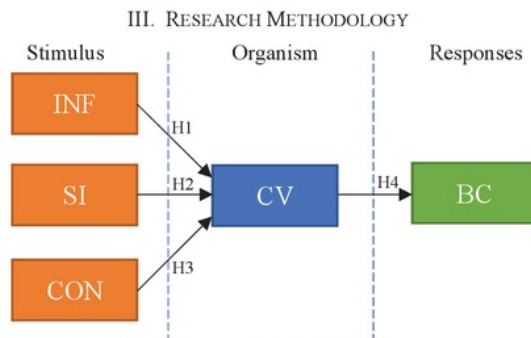


Fig. 1. Stimulus Organism Response (SOR) Model

The first step taken in this study is to make the correct frame selection, which is through the use of the Stimulus Organism Response Model (SOR). After selecting the framework, the research continued to make a research model of the literature review that has been studied and developed, namely, factors of Informativeness (INF), Social Influence (SI) and Convenience (CON). These three factors are in the stimulus section. In the Organism section there is a Customer Value (CV) and in the Response section, there is a behavior to comment (BC). In figure

1 is a research model for this study. Then proceed to make a list of indicators that correspond to the variables in Figure 1.

With the model of figure 1, it can be seen that the elements of the stimulus are Informative (INF), Social Influence (SI) and Convenience (CON). These three things have a hypothesis are influence on the Customer Value (CV). The element of the organism is the Customer Value (CV). Then, from the organism gives the results of the response and can be seen in the behavior to comment (BC).

#### A. Research Instrument

The study uses a SOR model that has made small modifications. This quantitative research has 21 questions in total with 6 multiple choice questions and 15 statements with a Likert scale of 1 to 6, where for 1 it totally disagrees and 6 for totally agree.

For 6 questions of the multiple choice is to ask about the respondent's general identity, such as asking for gender, age, grade point average options, how many transactions in 3 months, how much is the average purchase in a transaction, and the option to comment actively. While for statements that use the Likert scale there are 15 statements that are divided into 3 groups. the group of Stimulus has 3 factors, namely Informativeness (3 statements), Social influence (2 statements) and Convenience (4 statements). Group of Organism for 1 factor namely Customer Value (2 statements). And the group of Responses for 1 factor, namely Behavior to comment (4 statements).

#### B. Data Collection Procedure

The research uses questionnaires distributed online through Google Forms. The population in this study are all students of higher education who publish comments and reviews on all electronic commerce so that it can be said that the population is very large and cannot be calculated in this study. The distribution of the online questionnaire begins from April to August 2018 (5 months). The distribution of questionnaires using snowball samples and by verifying the questions that answered the questionnaire were those that actively published a review and comment after receiving the product purchased. This should be done to ensure that those who will continue to complete the questionnaire already have experience in publishing reviews and comments. Therefore, obtain more valid data from the respondent. After all the data collected according to the objective that will be achieved from this study, there are at least 500 respondents, then move the data from Google Forms to Microsoft Excel for data processing. The data processing that has been obtained is a characteristic of the respondents in this study.

#### C. Characteristic of Respondents

The questionnaires were distributed online and up to 573 respondents were obtained with the characteristics of the data of the respondents shown in Table I.

#### IV. RESULT AND DISCUSSION

The results obtained from the distribution of this questionnaire are that all the respondents who obtained were students of higher education aged between 17 and 23 years. There is an 80% that actively provides feedback, that is, reviews

and comments the e-commerce sites of all the respondents obtained or 89%<sup>3</sup> of the respondents who are already active using e-commerce. From these results, it is clear that 80% of respondents have always provided comments, that is, review and comment on e-commerce sites that buyers buy products. Higher education students easily provide reviews and comments on each e-commerce site for products that have been purchased.

From the 457 respondents who responded actively, 60% (301 respondents) belonged to the male gender, while the rest were women. From these data, it is observed that men almost express opinions of feedback to sellers, such as review or comment on the product purchased.

Judging by the GPA in higher education students, 177 respondents (39%) had a GPA between 3.00 - 3.50 as rank 1 and for rank 2, 115 respondents (25%) had a GPA between 3.50 - 4.00. And it ranked third in terms of 107 respondents (23%) had a GPA between 2.50 - 3.00. This shows that 399 respondents (87%) had a GPA above 2.50. Therefore, the intellectual level of the higher education student as a responder of this research has a good academic capacity.

**TABLE I.** CHARACTERISTIC OF RESPONDENTS

Description	Total Answer	%
<b>N Total</b>	<b>573</b>	<b>100%</b>
<i>Buy Products with E-Commerce</i>		
Yes	512	89%
No	61	11%
<i>Gender of Buy Products with E-Commerce (from 512 Respondents)</i>		
Female	171	33%
Male	341	67%
<i>Fill the Review / Comment After Buy Products (from 512 Respondents)</i>		
Yes	457	89%
No	55	11%
<i>Data Characteristic of Fill the Review / Comment After Buy Products (from 457 Respondents)</i>		
<b>Gender</b>		
Female	156	34%
Male	301	66%
<i>GPA (Grade Point Average) of Academic</i>		
< 2.0	10	2%
2.01 - 2.50	48	11%
2.51 - 3.00	107	23%
<b>3.01 - 3.50</b>	<b>177</b>	<b>39%</b>
3.51 - 4.00	115	25%
<i>How many times of transactions in last 3 months</i>		
1 - 3 times	301	65.9%
4 - 6 times	115	25.2%
7 - 9 times	24	5.3%
10 - 12 times	11	2.4%
13 - 15 times	1	0.2%
More than 15 times	5	1.1%
<i>How much average of every purchased for using E-Commerce</i>		
Less than Rp. 1.000.000	357	78%
Rp. 1.000.001-Rp. 2.000.000	55	12%
Rp. 2.000.001-Rp. 3.000.000	22	5%
Rp. 3.000.001-Rp. 4.000.000	9	2%
Rp. 4.000.001-Rp. 5.000.000	4	1%
More than Rp. 5.000.000	10	2%

In the case of purchase purchases in e-commerce sites in the last 3 months, after 457 respondents, there were more than 65%, that is, 301 respondents who made purchase transactions in the last 3 months only 1-3 transactions. From these results, it is

shown that most of the respondents perform transactions in electronic commerce sites only 1 month 1 time. While only 35% of respondents made transactions more than 3 times in the last 3 months.

From the 457 respondents who made comments in the form of reviews or comments on products that had higher education students purchased, up to 357 respondents (78%) bought the next product at one million Rupiah for each transaction. The rest make transactions of more than one million Rupiah. Therefore, it can be seen that higher education students make transactions below one million Rupiah for each transaction. Higher education students still have the ability to pay if there is still an average of between one and three million Rupiah per transaction.

In addition, the research uses the smartPLS application to measure structural equation models (PLS-SEM) partial least squares [32]. To determine if the answers of the respondents were good in terms of validity and reliability, the calculation of the load indicators, the composite reliability and the average variance extracted (AVE) was performed. According to the information provided by smartPLS [32] that the load indicator must be greater than 0.70, the reliability compound must be greater than 0.60, and the average variance extracted (AVE) must be greater than 0.50, so that the indicator it can be valid and reliable.

**TABLE II.** OUTER MODEL

Latent Variables	Indicators	Loading	Composite Reliability	AVE
Information (INF)	INF1	0.879	0.910	0.771
	INF2	0.897		
	INF3	0.857		
Social Influence (SI)	SI1	0.933	0.936	0.879
	SI2	0.941		
Convenience (CON)	CON1	0.900	0.925	0.755
	CON2	0.891		
	CON3	0.885		
	CON4	0.796		
Customer Value (CV)	CV1	0.923	0.919	0.850
	CV2	0.922		
Behavior to Comment (BC)	BC1	0.869	0.935	0.782
	BC2	0.914		
	BC3	0.922		
	BC4	0.829		

From the results in Table II, it can be concluded that all the indicators given to the respondents are valid and reliable. This is because all the indicators in the indicator load above 0.7, the composite reliability above 0.6 and AVE are all above 0.5.

**TABLE III.** DISCRIMINANT VALIDITY USING FORNELL-LARCKER CRITERION ANALYSIS

	INF	SI	CON	CV	BC
INF	<b>0.878</b>				
SI	0.461	<b>0.937</b>			
CON	0.777	0.646	<b>0.869</b>		
CV	0.595	0.670	0.731	<b>0.922</b>	
BC	0.496	0.580	0.590	0.591	<b>0.884</b>

However, confirmation must be made to ensure that it is true that each indicator is valid. The next investigation is to calculate



the discriminant validity using the Fornell-Larcker method. When using smartPLS, the discriminant validity results in table IV. The results are issued from SmartPLS in Table III show that the valid criteria for the Fornell-Larcker Method are diagonal numbers marked with a bold that must be greater than the number below it in each column. In Table III it is shown that all the numbers given in bold are greater than the numbers below them in each column.

SmartPLS has the ability to test internal and external models through a process called bootstrapping. By using this process, you can increase the total number of 457 respondents to 5000 samples as examples. The use of Bootstrapping is to achieve the level of proximity of a normal information.

When using the start-up process, the results are obtained by testing the route values for original samples, T statistics and P values. According to the T-Table, the valid or acceptable T-Statistics is above 1.96. While P Values should be below 0.05. The results can be seen in Table IV and Figure 3.

TABLE IV. RESULT

Hypothesis	Paths	Original Sample	T-Statistic	P Values	Result
H1	INF → CV	0.103	2.085	0.037	Significant
H2	SI → CV	0.346	7.273	0.000	Significant
H3	CON → CV	0.428	6.922	0.000	Significant
H4	CV → BC	0.591	15.458	0.000	Significant

Based on the results of table IV, the results of this study indicate that informativeness (INF), social influence (SI) and convenience (CON) have a significant influence on the customer value (CV), then also for the customer value (CV) gives very significant results to behaviour to comment (BC).

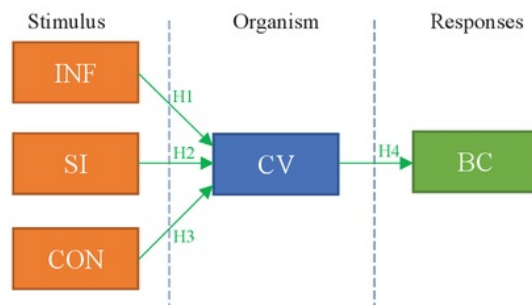


Fig. 2. All Hypothesis is Significant

### V. CONCLUSIONS AND RESEARCH IMPLICATION

From this study, students between 17 and 23 years are more sexes and give their opinion in the form of review or comment to the e-commerce site after delivering the product. What makes higher education students want to provide feedback in response because the customer value as an organism has been good in the evaluation that was done in this study.

In addition, the value for the customer receive a stimulus that is of great help in this research, namely, informativeness, social influence and convenience. These three factors are very

important factors as a further stimulus for education students to provide comments in the form of reviews and comments.

Therefore, this model is very suitable for conducting other investigations when evaluating how the influences of the information capacity, social influence and convenience have a great influence on the customer value to see the buyers doing a behavior to comment. And if you look at the previous literature in this introductory research, the higher education student is comfortable giving his opinion to e-commerce sites and is not afraid of the threats that can occur at any time.

The answer comes from this research in terms of information being a stimulus that has a great influence on the formation of a customer value in higher education students. With good information, it gives a good influence to the customer value. In addition to that, along with the presence of social influences from the environment that surrounds higher education students, it makes students more confident to give feedback to e-commerce sites. To add higher education, students rely on providing feedback, and then more convenience, which is a factor in the success of customer value, especially in higher education students.

### VI. IMPLICATION

The implication of this research is that all e-commerce sites ensure that each seller can provide relevant and valid information factors to each buyer so that buyers can send positive comments to e-commerce sites. In addition to the information factors, you can also create a forum in each e-commerce site so that the social influences on e-commerce sites feel like a stimulus to these e-commerce sites. In addition to that the e-commerce sites can provide convenience according to the expectations of the buyers so that the value of the customer can be achieved by providing good feedback.

### VII. FUTURE RESEARCH

The future research that can be done is to investigate beyond higher education students, such as professionals and employees who already have more income than higher education students. In addition, a qualitative research is also carried out of each customer who has provided comments on the e-commerce sites to find out if there are other factors besides the information, social influence and comfort that become the customer values and provide a behavior to comment.

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